

Darshan Saravana

Digital Marketing Executive

Portfolio website: www.darshansaravana.site



+91-7339213236



darshansaravana2002@gmail.com



www.linkedin.com/in/darshan-saravana

Career Objective

Digital Marketing Executive with experience in SEO, SEM, social media marketing, and website optimization. Proven track record of increasing organic traffic by 20% and improving conversion rates by 15%. Skilled in data analysis and campaign management to drive performance improvements.

Professional Synopsis

Mx Omega Technologies Pvt Ltd

Role: Digital Marketing Executive

April 2023– Active

- Conducted comprehensive keyword planning and image optimization, resulting in a 20% increase in organic traffic.
- Managed SEM campaigns, optimizing ad spend to achieve a 15% increase in conversion rates.
- Executed social media marketing strategies, increasing follower engagement by 25%.
- Developed and implemented email, mobile, and display marketing campaigns, achieving a 10% click-through rate.
- Managed and maintained company websites and email systems, improving site load time by 30%.
- Oversaw digital campaigns, achieving a 12% increase in ROI across SEM, Display, Social, and Programmatic ads.
- Configured pixel and conversion tracking, resulting in accurate attribution and a 15% improvement in tracking conversions.
- Analysed digital marketing data, providing actionable insights that led to a 20% increase in campaign performance.
- Proposed website enhancements and creative content strategies, boosting user engagement by 15%.
- Collaborated with designers to improve the UI, reducing bounce rate by 10%.
- Arranged and managed the company's social media presence, increasing social media reach by 20%.
- Maintenance of the company websites search console & web core vitals.
- Generated performance reports, identifying key metrics that improved overall site analytics by 15%.
- Optimized YouTube videos for SEO, resulting in a 10% increase in video views.
- Conducted thorough keyword research, enhancing SEO strategy and increasing search rankings by 15%.
- Optimized website and server, resulting in a 20% reduction in server downtime and improved site performance.

Education

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|---|------------------|
| • Indian Academy Degree College - Autonomous
<i>B.B.A (Digital Marketing) – first class</i> | 2020-2023 |
| • REVA Independent PU College
<i>CEBA – first class</i> | 2018-2020 |
| • Vidyanjali Academy For Learning
<i>SSLC – first class</i> | 2008-2018 |

Technical Skills

Search Engine Optimization (SEO)

- Keyword Research: Tools like Ahrefs, SEMrush, and Google Keyword Planner.
- Optimization: On-page, off-page SEO, content and meta tag enhancement.
- Link Building & URL Building: Strategies and SEO-friendly URLs.
- Analytics: Google Analytics (GA4), Google Search Console, Moz.
- Content Creation: AI tools like Jasper.ai, Copy.ai, Writesonic.

Search Engine Marketing (SEM)

- Google Ads: Shopping, PPC, Dynamic, YouTube Ads.
- Facebook Ads: Campaign setup, management, optimization.
- Paid Keyword Discovery: Tools like WordStream, Ubersuggest.
- Landing Page Optimization: A/B testing, Unbounce.
- Budget Management & Reporting: Google Analytics (GA4), Data Studio.
- Ad Copy Generation: AI tools like Copy.ai, AdCreative.ai.
- Google Merchant Center & Google My Business: Product feeds, local SEO.
- Campaign Management: Instagram, LinkedIn, Twitter.
- Creative Collaboration: Engaging visuals and UI.
- Email Campaigns: Mailchimp, HubSpot.
- Mobile Marketing: SMS, in-app ads.
- Display Advertising: Google Display Network, AdRoll.

Website development & Designing

- Front-End Design: HTML, CSS, JavaScript.
- Back-End Development: Server-side operations, database integration.
- WordPress Development: Custom themes, plugins, performance tests.
- Web Performance: GTmetrix, Lighthouse.
- UX/UI Improvement: Enhancing user experience.

Certifications

EDIFY INSTITUTE Certified: DATA ANALYTICS USING POWER BI (Certification ID: BLRRTLAAADYA150)
Google Ads - Measurement Certification (Certification ID: 242087193)

Personal Profile

Full Name : Darshan Saravana
Date of Birth : 26th Feb 2002
Gender : Male
Nationality : Indian
Languages : English, Kannada, Hindi, Tamil.
Address : No.64, 6th main Rd, Hanumanthappa Layout, R.T. Nagar post,
Bengaluru – 560032

I hereby declare that, to the best of my knowledge, all the information above is accurate.

Place: Bengaluru

Name: Darshan Saravana